



The OBSERVER

Tips, Information and Discussion for the Public Affairs Professionals of Minnesota Wing, CAP

Col Steve Miller, Minnesota Wing Commander Capt Al Pabon Wing Public Affairs Officer

December 2004

OPERATION NORTHERN LIGHT!!!

Operation Northern Light: Reaching out to new members and supporters in our community

Winter is a great time to attract new members to your squadron. People are at home and they want to do something. In other words we have a captive audience. ☺

Operation Northern Light has 4 parts:

Part 1: In Mid December we will be distributing the CAP Audio PSA's "Missions for America" and "We're There". They are 30 seconds each and do a good job in getting the word out. If you would like to listen to them you can go to this link:

<http://www.mnwg.cap.gov/pa/specials/2004/psas/psa.htm>

Part 2 of our effort will be to distribute the CAP Video PSA to local market and Public Access Stations in the state in December. The PSA can be viewed at this link.

<http://www.cap.gov/mediacenter/videoarchive.html>

Part 3 is the issuing of 3 30-minute Cable Access TV Shows to promote CAP. It is called "CAP Journal" The content of each show is listed below:

Show 1:

What is CAP (Locally Produced spot)
Homeland Security Resources and Activities
Educators discuss CAP Aerospace Education
2004 Cadet Encampment Video

Show 2

What is CAP (Modified 2002 NHQ Video)
Homeland Security CAPabilities Video
Developing Tomorrow's Leaders (Locally Produced)

Show 3

Minnesota Wing – Who we are (Locally Produced)
CAP's Future Technology Video
Cadet Flight Academy

The shows combine NHQ produced award winning video with local materials to give viewers a glimpse of our activities and how they can be part of it.

They will be distributed to units and Access Centers in early January.

This is where I need your help. To get the PSA's and shows distributed I need each unit to identify the local Cable Access channel in their area and after coordination (with me and the station) deliver the shows to the station for playback.

Most Cable Access stations require programs to either be locally produced or submitted by someone who is a resident of the community or a member of a community group. There are also technical issues such as tape format and length of the show that have to be addressed.

Once these are worked out the tapes will be duplicated and distributed to each unit for delivery.

Each unit will also receive a VHS and DVD copy of each show for their own use.

A webpage will have more information on OP Northern Light in the next few days.

PAO Online RESOURCES

CAP NHQ Releases

<http://www.cap.gov/mediacenter/release.html>

CAP NEWS

<http://www.cap.gov/mediacenter/capnews/capnews.html>

CAP Online News Service

<http://www.cap.gov/capnewsonline/capnewsonline.html>

Minnesota Wing Public Affairs Website

www.mncap.org/pa

PAO WORKSHOP COMING UP!

The Next Wing PA Workshop is scheduled for Saturday Jan 15th at Wing HQ.

We will start at 9:00 and go until 3:00 PM. A Pizza Lunch will be served.

Topics to be covered include

- A review of National Board Presentations
- ES Training – The Mission Press Release
- Strategic and Operational Planning for 2005
- 2005 Cadet Encampment PAO
- Hands-on Training: The Hostile Interview
- Review of 2004 PA and Recruiting
- Inspection Prep and other interesting topics.

PAO's that have subjects that they would like to have discussed can contact Capt Pabon at pa@mncap.org to have them added to the agenda.

PAO's and interested members are welcome to attend. Pre registration is requested. Please send your name, grade, unit and duty assignment to pa@mncap.org to register.

There is no charge for the workshop and all participants receive the latest PAO/Recruiter Resource CD set!

PAO REPORTS ARE DUE IN JANUARY!

The 4th Quarter PAO Report is due on Jan 10th.

With this report please insure that the contact information for your unit's PAO is included. If this has changed please update or if your unit does not have a PAO please list the Unit CC's contact information.

PAO's or Commanders can use the online form on the Intranet, the Paper Wing form 14a or the MS Word version.

Members must be authorized to use the Intranet form. Commander's and PAO's if you don't see the PAO Report option when you log on to the Intranet contact Capt Pabon to be added to the list.

Word and PDF versions can be downloaded at the Wing PA Website at this address:

<http://www.mnwg.cap.gov/pa/reporting.htm>

This site will be updated in 2005 to reflect the new Intranet reporting option.

2005 PAO WORKSHOP SCHEDULE

1st Quarter

Saturday 15 January 05 @ Wing HQ

2nd Quarter

1 May 2005 @ Breezy Point Resort

3rd Quarter

20 August 05 @ North Hennepin Sqdn

4th Quarter

19 November 05 Location TBD

**Finally, I would like to wish you all
a very Merry Christmas and a
Happy New Year!**

The Observer

Mission: To provide mission-essential and/or professional-development information for Public Affairs professionals representing the Minnesota Wing.

WWW.MNCAP.ORG/PA/OBSERVER